

Date: 2-Oct-12

TO: Susie Toma  
Cheryl Long

copy: Cedric Thomas  
Jennifer Stewart  
DeAnna Datillo  
Public File

FROM: Dawn Tavoletti

RE: Political Rebate

Candidate: Smith

Week of: 9/24 - 9/30

Contract Number: 331680 - HL6316663

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
13	8-10P Mon - The Voice	:30	\$3,500	5	1	\$3,000	\$500

TOTAL REBATE (Gross) \$500  
(Net) \$425.00



## Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ EPXI

☐ WPXI.com

☐ WPXI Mobile



Agency SRCP

Write-up Date 10/2/12

Client Pol. Matt Smith

Requested By D. Tavoletti

Campaign/Title State Senate

Resolution Date \_\_\_\_\_

**Reason:**

Customer Deduction \_\_\_\_\_

Sales Person Error \_\_\_\_\_

Billing Error \_\_\_\_\_

Traffic Error \_\_\_\_\_

Separation/Scheduling Problem \_\_\_\_\_

Late Run \_\_\_\_\_

Other ☒

**Reference:**

Invoice No. \_\_\_\_\_

Invoice Date \_\_\_\_\_

Contract No. 331680

Explanation of Adjustments by Requestor: LVC

Additional Explanation by \_\_\_\_\_:

GROSS Amount to be Credited: \$ 500.00 Debited: \$ \_\_\_\_\_

NET Amount to be Credited: \$ 425.00 Debited: \$ \_\_\_\_\_

**ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:**

1. Account Executive: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

2. Local/National Sales Manager: Tavoletti Approved ☒ Date 10/2/12

3. General Sales Manager: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

General Manager (Over \$5000): \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

4. Final Approval: Controller: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

Entered On Spreadsheet \_\_\_\_\_ Entered as done \_\_\_\_\_ Entered in OSi \_\_\_\_\_



**WPXI**  
4145 Evergreen Road  
Pittsburgh, PA 15214

**SRCP - Stevens Reed Curcio & Potholm**  
201 North Union Street  
Suite 200  
Alexandria, VA 22314

# Contract #

**331680**

**Schedule Dates** 09/18/12-09/24/12  
**Advertiser** Smith, Tom/R/SEN/PA (15776)  
**Agency** SRCP - Stevens Reed Curcio & Potholm (2056)  
**Product** Political - Federal Candidate (1067)  
**Brand** POL/T SMITH/R/SEN/PA (114155)  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Sales Office** Telerep/Washington DC  
**Buyer Name** VONDERHEID, BETSY  
**Phone/Fax** /  
**CPE** 11/15/273  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** TOM SMITH 9/18  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 09/17/12  
**Last Modified** 09/18/12  
**Entered By** Jennifer Stewart  
**CO-OP** Yes  
**Headline #** 06316663  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$6,877.50  
**Net Total** \$38,972.50  
**Sales Tax**

**Pittsburgh (WPXI)**  
**By Broadcast Month**  
Sep. 2012  
Grand Total: 63 \$45,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / Prime	09/24/12-09/24/12	5	:30	7:57P- The Voice 8-10P	1								1	\$3,500.00	3000	Pittsburgh (WPXI)	VOICE 8-10P/13	9/17/12
14.0	Normal Line / Spot	09/22/12-09/22/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P							1		1	\$1,450.00	\$1,450.00	Pittsburgh (WPXI)	LATE NEWS/14	9/17/12
15.0	Normal Line / Spot	09/22/12-09/22/12	5	:30	8A- 10:30A (EST)							1		1	\$275.00	\$275.00	Pittsburgh (WPXI)	SAT NEWS 8-1030A/15	9/17/12
16.0	Normal Line / Spot	09/23/12-09/23/12	5	:30	11:30P- Channel 11 News Following Football 1130P								1	1	\$1,700.00	\$1,700.00	Pittsburgh (WPXI)	LATE NEWS FLW FT 1130-1235A/16	9/17/12
17.0	Normal Line / Spot	09/23/12-09/23/12	5	:30	8A- 10A (EST)								1	1	\$275.00	\$275.00	Pittsburgh (WPXI)	SUN NEWS 8-10A/17	9/17/12
18.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P									1	\$1,350.00	\$1,350.00	Pittsburgh (WPXI)	LATE NEWS/18	9/17/12
19.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	5P- 5:30P (EST)									1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 5-530P/19	9/17/12
20.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	5:58P- Channel 11 News At 6pm M-F									1	\$775.00	\$775.00	Pittsburgh (WPXI)	NEWS 6-630P/20	9/17/12
21.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	5:59A- Channel 11 News 6am									1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 6-7A/21	9/17/12
22.0	Normal Line / Spot	09/24/12-09/24/12	5	:30	7A- 8A (EST)									1	\$475.00	\$475.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/22	9/17/12
23.0	Normal Line / Spot	09/20/12-09/21/12	5	:30	6:59P- Jeopardy	1				X	X			1	\$1,250.00	\$1,250.00	Pittsburgh (WPXI)	JEOP 7P/9	9/18/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.